

## Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W  
-----125237 141320Z /50

R 131520Z APR 78  
FM AMCONSUL CASABLANCA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5423  
ICA WASHDC  
AMEMBASSY ATHENS  
AMEMBASSY RABAT

UNCLAS CASABLANCA 0511

ATHENS FOR RTDO FROM RUAN

E.O. 11652: N/A  
TAGS: BEXP, MO  
SUBJ: APRIL 78 BUILDING AND CONSTRUCTION MISSION: MOROCCO WRAPUP

REF: A) CASABLANCA 0486 B) USDOC 06780  
C) CASABLANCA 0445 D) USDOC 04324

1. SUMMARY: SUBJECT MISSION CONCLUDED ITS THREE-DAY VISIT TO CASABLANCA MORNING OF 12 APRIL AND DEPARTED AT 0935 ON AT 756 FOR MARSEILLES TO CONNECT AITH AF 2793 ETD 1525 FOR TUNIS, ETA 1550. MISSION DIRECTOR RUAN DEPARTED CASABLANCA 12 APRIL ON EARLIER FLIGHT AF 2098 TO ARRIVE MARSEILLES 1240 TO INSURE AIR FRANCE HOLDS FLIGHT 2793 FOR BALANCE OF MISSION, PER REF (C) ARRANGMENTS. DIB-411 P FORMS COMPLETED BY TEN OF ELEVEN MISSION FIRMS AND HANDSHOW NO IMMEDIATE SALES AND PROJECTED TWELVE-MONTH SALES OF ONE MILLION FIVE HUNDRED SIXTY-THREE THOUSAND DOLLARS. ALSO, MISSION MEMBER WIGGINS OBTAINED SAUDI VISA FROM RABAT.

2. MISSION VISIT TO CASABLANCA PRECEDED FLOWLESSLY, EXEPT FOR ABSENCE OF SCHMIDT, EXPLAINED IN REF (B). COMATT GREENE CANCELLED SCHMIDT'S HOTEL ROOM ON MORNING 10  
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APRIL FOLLOWING DEPLAYED RECEIPT OF REF (B). EL MANSOUR HOTEL DESK MANAGER ADVISED NO REPT NO DEPOSIT FEE WILL BE BILLED TO SCHMIDT. RUAN HAS COPY OF POST-PRODUCED SHCMIDT APPOINTMENT LIST, PER REF (B) ADVICE.

3. PARA ONE FORM DIB-411 P RESULTS SHOW:

A. AGGREGATE IMMEDIATE SALES: NONE

B. AGGREGATE 12 MONTH PROJECTED SALES: 1,563,000 DOLLARS, ALL NEW TO MARKET.

C. LICENSE AGREEMENTS: NONE NOW, ONE EXPECTED (IN NEXT TWELVE MONTHS).

D. JOINT VENTURES: NONE NOW, NINE EXPECTED

E. SALES REP AGREEMENTS: NONE NOW, NINE EXPECTED

F. FIRST OBJECTIVES ACHIEVED: FIVE YES, ONE NO, FOUR PARTIAL.

4. OF SOME 160 PERSONS INVITED TO MISSION RECEPTION HOSTED BY CONGEN JOHN MONJO, SOME 90 ATTENDED. TURNOUT CONSIDERED QUITE GOOD AND HIGH QUALITY BY POST, AND EVENT WAS HIGHLY SUCCESSFUL. AND PERFECTLY PRESENTED. MANY THANKS TO MR. AND MRS. MONJO.

5. ON MORNING 11 APRIL, SEVEN AVAILABLE MISSION MEMBERS PLUS MONJO, GREENE, AND RUAN MET WITH SOME TWENTY MEMBERS OF CASABLANCA CHAMBER OF COMMERCE IN LATTER'S CONFERENCE ROOM. SECRETARY GENERAL AHMED ADYEL WELCOMED MISSION AND AFFIRMED THAT DECREASING VALUE OF DOLLAR IS MAKING U.S. GOODS HIGHLY COMPETITIVE IN MOROCCO. MISSION  
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WAS TOLD THAT NOW IS TIME FOR US SUPPLIERS TO MOVE INTO MOROCCO MARKET, ESPECIALLY IN MISSION THEM FIELD. MISSION WAS ALSO ADVISED THAT MOROCCO IS IDEAL PLACE FOR JOINT VENTURE MANUFACTURING OPERATIONS FOR PRODUCT SALES TO EUROPEAN COMMON MARKET, WITH WHICH MOROCCO HAS AGREEMENT. ATTENDING MISSION MEMBERS PLEASED WITH THIS MEETING.

6. MISSION REACTIONS TO MOROCCO VISIT INCLUDE FOLLOWING:

A. COMATT GREENE PRAISED BOTH PROFESSIONALLY AND PERSONALLY FOR HIS AND POST'S PERFORMANCES

B) MANY APPOINTMENTS OF SURPRISING GOOD QUALITY. SOME OF DUBIOUS VALUE. SOME MEMBERS WOULD PREFER LONGER AND FEWER APPOINTMENTS. OTHER FAVORED HALF HOUR APPOINTMENTS AS SCHEDULED. MANY MEMBERS SEE GOOD LONG TERM PROSPECTS. MORGAN OF ARTMOR SAYS SALES POTENTIAL HERE UNDOUBTEDLY IS MULTI-MILLION.

C. SEVERAL APPOINTMENTS CONTINUED UNTIL SEVEN O'CLOCK 11 APRIL, WITH LAST ENDING PAST NINE.

7. PAO EFFORT HERE EXCELLENT. MISSION VISIT REPORTED IN  
ADVANCE IN THREE PAPERS AND IN TWO PAPERS FOLLOWING ARRIVAL.  
STORIES LED TO SEVERAL APPOINTMENTS. PAO-SUPPLIED PHOTOGRAPHER  
PROVIDED THREE DOZEN SHOTS.

8. TOTAL EXPENDITURES FOR MISSION VISIT WILL BE REPORTED  
IN SEPTEL. PRELIMINARY REVIEW INDICATES RESULT WILL BE WITHIN  
REF (D) AUTHORIZATION.

9. IN SUM, MISSION VISIT HERE SUCCESSFUL. MANY THANKS DUE  
CONGEN MONJO, COMATT GREENE, BPAO MASON, AND FSL LATIFA  
LOURAOUI AND MISSION SECRETARY CAROLE CYR FOR LONG HOURS AND  
EXCELLENT EFFORT.

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10. UPDATE OF MISSION RESULTS WILL BE REPORTED FROM TUNIS  
WHEN ELEVENTH MEMBER SUBMITS DIB-411. P.MONJO

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## Message Attributes

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